

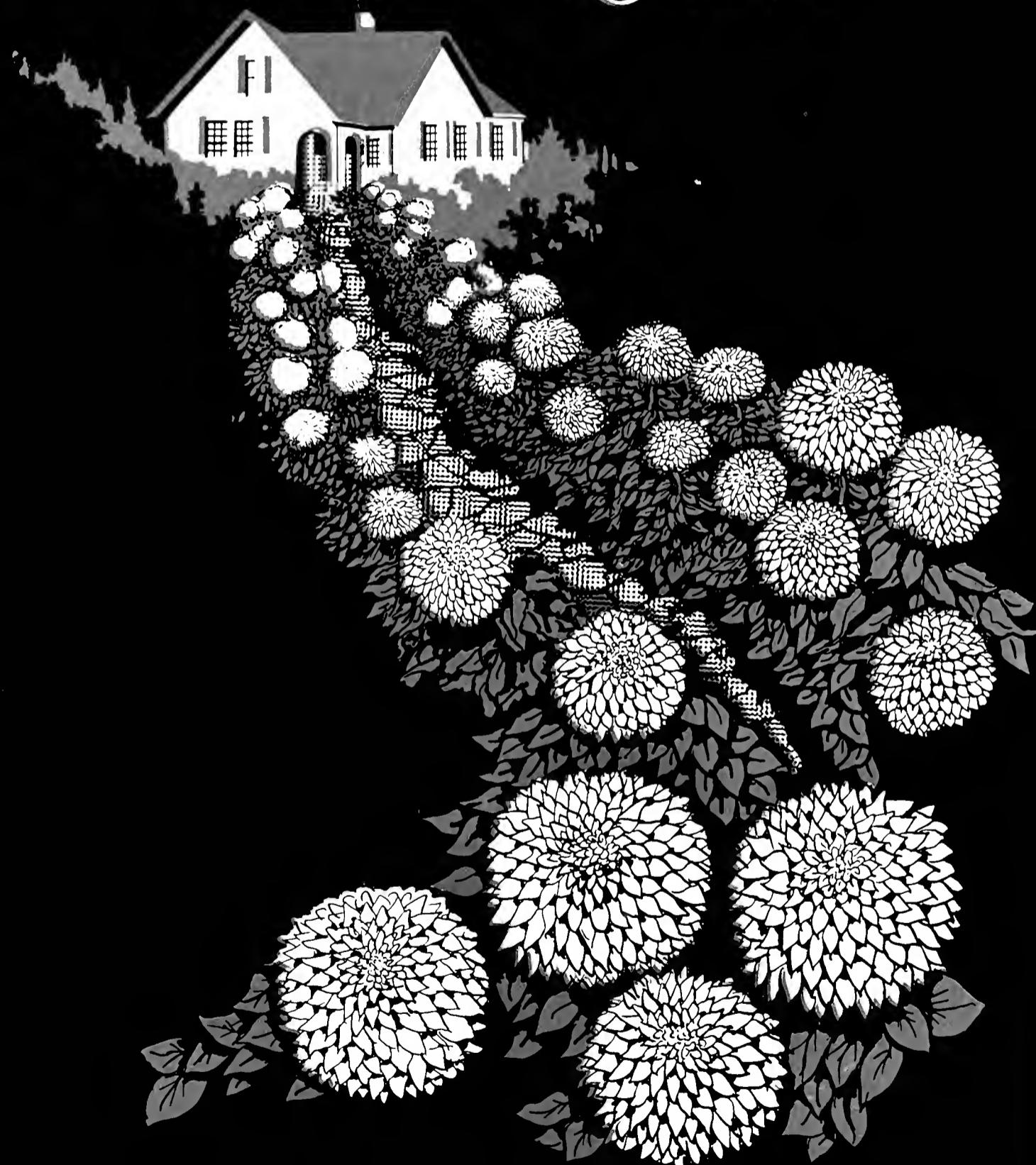
Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.3-1

SUCCESS DAHLIA GARDENS

1933



171 FERRY STREET, LAWRENCE, MASSACHUSETTS

GENERAL INFORMATION

TERMS: Remittance with order on or before shipment. Retail orders are delivered prepaid. Please remit by Bank Draft, Post Office Order, or Registered Mail.

Remittance must be made by Postal Money Order from Canada or other foreign countries. No plants sent C. O. D.

ORDER EARLY and avoid disappointment should your choice of variety desired be sold out. Orders are filled in rotation as received. If for any reason we are unable to fill an order complete we will assume no responsibility in excess of purchase price of stock we are unable to supply.

SHIPPING: We begin shipping tubers about April 15th unless otherwise desired. Green plants are shipped from May 15th to June 15th.

SUBSTITUTION: We never substitute without permission, but suggest you mention a second choice.

CULTURE: Complete instructions for growing Dahlias will be sent with each order.

GUARANTEE: All stock is guaranteed to be true to name and in growing condition upon arrival. If for any reason it is found otherwise, please return at once and we will cheerfully replace or refund purchase price if requested to do so.

GREEN PLANTS: Our green plants are all base cuttings, which make stocky, well rooted plants that will grow and produce fine blooms and make good clean tubers. Our plants are grown in a greenhouse specially built for this purpose. They are grown under moderate heat, and at the proper time are hardened off in cold frames. We have shipped green plants to California and they arrived in fine condition.

COMMERCIAL GROWERS: We cater to a high class retail trade, but we will allow the usual trade discount on our own introductions and on other varieties where our stock will permit, except where prices are net. Write for discount mentioning varieties wanted. We grow many varieties not listed.

SPECIAL BARGAINS: Collections of 6 named varieties \$5.00 and \$10.00. Our selection, all different, large blooming kind.

ABBREVIATIONS: C., Cactus; H. C., Hybrid Cactus; D., Decorative; P., Peony-flowered; I. Dec., Informal Decorative; F. Dec., Formal Decorative; S. C., Semi-Cactus.

NOTICE: This list cancels all previous prices.

OUR GREETINGS FOR 1933

AT this season of the year, in extending our warmest greetings and best wishes to our many customers and friends, we wish also to thank them for their generous patronage and the confidence they have shown in our Dahlias and in our reputation for giving full value for every dollar.

We deeply appreciate this confidence and are satisfied that the following list of new creations will maintain the high standard of quality which in the past has earned that confidence.

There are no better Dahlias being offered at any price, and we highly recommend each and every one and feel confident that many of these Dahlias will be Show Room sensations this season.

A happy surprise is in store for you, if you like the sensational in a Dahlia,—the kind that will make your garden a meeting place for the Dahlia fans, the kind that will draw the crowd at the shows and bring home the prize for the best flower in the show or the largest in the show, the kind we are proud to have our customers grow.

Your success in growing prize winners with our bulbs is of more importance to us than winning prizes ourselves. We introduce the best in Dahlias for our customers to win with.

To the newcomer and prospective customer:

We respectfully solicit your patronage and assure you that your orders will receive our personal attention. A trial order will convince you that our stock, service, and business methods are all designed to make you one of our "SUCCESS FAMILY".

No transaction is complete with us until our customer is satisfied in every way.

Sincerely yours,

CHARLES G. REED

LIBRARY
RECEIVED
★ JAN 18 1933 ★

U. S. Department of Agriculture.



CHARLES G. REED
Proprietor of Success Dahlia Gardens

It is with pleasure we announce our dependable 1932-1933 introductions and other outstanding Dahlias that we highly recommend. We have used the originator's description in describing the Dahlias in this catalog. The outstanding achievement in the history of Dahlia growing is announced on pages 12 and 13 of this catalog, and we are proud to be able to release "Margaret E. Broomall" at this time.

Sincerely yours,

CHARLES G. REED

ONE OF OUR NEW INTRODUCTIONS



ALBATROSS (I. Dec.)
(Ballay-Success)

WE EXPECT THIS ONE TO GO BIG.

A few 1932 Customer Winnings with Success Introductions

We list very few of the older varieties, replacing each year with introductions we know to be far superior to the ones discarded.

Growing Dahlias is our hobby, and we are Dahlia fans in common with our readers. We do very little exhibiting as we prefer to have our customers win with our introductions.

To have the best before other growers have them, a few years ago we purchased the business of J. J. Broomall of Eagle Rock, California, who no doubt is the outstanding originator of Dahlias today. All Dahlia growers know or should know his record of creating some of the best the world has seen. His greatest achievement was in producing "Margaret E. Broomall", which we are announcing elsewhere in this catalog. Mr. Broomall is now originating exclusively for us and says, "The best Dahlia has not yet arrived."

Another outstanding originator of high class exhibition Dahlias fast coming to the front is Mr. C. W. Ballay of Palo Alto, California. Mr. Ballay has produced such winners as Achievement, Satan, Full Moon and a fine list for 1933.

Mr. Ballay has chosen us as his Eastern representative, and his new Dahlias are grown in our gardens before being introduced.

With these outstanding originators, whose creations are introduced by us, the following list of customer winnings is not surprising. It is not possible to include them all, only a few of the awards at the better known shows.

At the National show in Atlantic City, our "Murphy's Masterpiece" won in many classes and also took the largest bloom in the show. Many of our other introductions were among the winners.

At the American Dahlia Society Show in New York, it is not possible to mention all the awards to our customers. The outstanding one was "Murphy's Masterpiece", the best individual bloom in largest bloom class. Golden Harvest, Eagle Rock Fantasy, Satan, and Full Moon all won their share of prizes.

In the Camden, N. J., show, one of the few in which we exhibited, our new introduction "Margaret E. Broomall" was the sensation.

"Murphy's Masterpiece" won in class for the largest individual bloom at Rockville Center show. The winner writes: "I exhibited 'Murphy's Masterpiece' five times, and won first in every class. No bloom exhibited was less than twelve inches." In this show Satan won for best bloom in the show.

Abroad at London, England, in the National Show, our "Charles G. Reed" was the sensation of the whole show and won for the best bloom in the show.

At the St. Louis Show, "Charles G. Reed" was again a sensation and took best bloom in the show.

"Murphy's Masterpiece" again cleaned up at the Dahlia Society of Indiana show, with a fourteen inch bloom.

In San Francisco, both shows, we find "Satan" taking best bloom in the show, and after a three hundred mile trip to Los Angeles it was runner up for the same award.

Two of our pets, "Satan" and "Eagle Rock Fantasy" fought it out at Portland, Oregon. The battle ended with "Satan" first in largest bloom in the show, with "Eagle Rock Fantasy" as best bloom in the show. "Eagle Rock Fantasy" took the "Governor's Trophy", a most worthy achievement.

Dropping in at another show in the Northwest at Seattle, Washington, we find two of Mr. Broomall's introductions having it out among themselves. "Eagle Rock Sunshine" and that grand exhibition flower, "Eagle Rock Fantasy". "Eagle Rock Sunshine" was awarded the sweepstakes for the most perfect bloom, but "Eagle Rock Fantasy" was awarded the largest bloom in the show; a magnificent 13½ inch bloom.

Last but not least, at Boston, Mass., Dahlia show, our new introduction "Margaret E. Broomall" stole the show, winning a Gold Medal as largest in the Show, and was awarded a special Medal by the Massachusetts Horticultural Society.

From coast to coast and abroad, under all conditions and climates, our introductions have proven themselves supreme in the show room. This season we have other introductions that will live up to the reputation built around the success of previous introductions.

The future is bright for our customers and our best wishes are extended to all growers. May this season be your best.

We are exclusive introducers of the famous Broomall Originations and Eastern Distributors
of the well known Ballay prize winning Dahlias.

To Our Patrons and Friends:

We are pleased to announce that we have been fortunate in securing Mr. Charles G. Reed of the Success Gardens, Lawrence, Massachusetts, to represent us in the Eastern market. Mr. Reed is one of the best known Dahlia growers on the Atlantic Seaboard. He has been growing our Dahlias and is therefore in position to speak of their merits when grown under Eastern conditions. All orders originating in the territory east of the Mississippi River should be sent direct to Mr. Chas. G. Reed, 171 Ferry St., Lawrence, Mass. Orders from the Pacific Coast and all territory west of the Mississippi should be sent to us as heretofore.

In being relieved of the responsibility of handling the Eastern trade we will have more time to devote to the creation of superior new varieties which we hope to offer you in the near future. In this connection, might add that we have some very fine ones to release this season.

Yours for more and better dahlias,

C. W. BALLAY

A Message to My Friends:

Quite a number of my friends and former customers not understanding why they fail to receive my catalogue, I feel that an explanation will be in order. Owing to failing eyesight and inability to properly attend to my rapidly growing Dahlia business, I disposed of my mail order business to Mr. Charles G. Reed of the Success Dahlia Gardens, Lawrence, Mass.

All requests for catalogues and information in regard to prices, etc., should be addressed to the Success Dahlia Gardens, Lawrence, Mass., as I have retired from the mail order business and will issue no more catalogues.

I want to thank my friends for the many favors I have received in the past, and to assure them that they will receive the same careful attention from Mr. Reed as I have endeavored to give in previous years.

I expect to continue my work at the Eagle Rock Dahlia Farm in my efforts to improve the Dahlia, and Mr. Reed will have the sole right of introducing the new varieties that I hope to be able to develop.

Sincerely and gratefully yours,

J. J. BROOMALL



GORGEOUS (I. Dec.)

(Broomall-Success)

A WONDERFUL DAHLIA. A MONSTER AND WONDERFULLY COLORED.

JOIN THE AMERICAN DAHLIA SOCIETY, Inc.

Louis C. Alling, Sec'y
251 Court Street, West Haven, Conn.

I extend to you a most cordial invitation to join this live organization that has done so much in making the Dahlia the most talked of flower in the world today. There are four fine Bulletins issued each year devoted almost exclusively to the Dahlia and they are brimful of interesting articles written by the amateur and commercial grower. They tell you all about the new Dahlias. the trial garden report, how to grow Dahlias, reports of the Dahlia shows, etc.

I am sure that the secretary will be pleased to send you a sample copy of the Bulletin on request. Don't wait, send in your \$2.00 today which pays for your dues and subscription for the Bulletin for one year.

CHARLES G. REED,
Honorary Vice-President

**AMERICAN DAHLIA SOCIETY OFFICIAL
TRIAL GARDEN**

Storrs, Conn.

Hundreds of our customers are growing seedlings and of course many think they have better seedlings or as good as some of the high priced Dahlias and perhaps they have. BUT to be sure they should send them to this garden and this is one way to find out. It will cost you just \$3.00 for each variety that you send, but you may send three roots or plants of each variety with no extra charge; this insures the sender that at least one plant should be at its best at judging time. The clumps made from your varieties will be returned to you in the fall after digging if you wish, but you must pay the return express charges which amounts to very little. Why not send at least one variety this year and more if possible and what a fine investment if you produce a winner. Remember Jane Cowl, Elite Glory, Jersey Beauty, Alice Whittier and hundreds of other great Dahlias received their start at the trial garden at Storrs. Just drop a line to Prof. Roland H. Patch, Storrs, Conn., and he will gladly send you full instructions when to ship, etc. We expect to have a glorious garden to greet the visitors next season. Help us make it so. Please.

CHARLES G. REED, Chairman,
Trial Garden Committee, 1932

**NATIONAL ASSOCIATION OF COMMERCIAL
DAHLIA GROWERS, Inc.**

Every reputable commercial dealer or grower should join this live association. Purchasers of Dahlia stock are assured of a "Square Deal" if they purchase stock from a member. For full particulars drop a line to Mr. Thomas Leavitt, Sec'y, Assinippi, Mass.

CHARLES G. REED,
Organizer and Past President

POMPOM DAHLIAS

Nothing better for home decorations. The blooms are small of the Ball or Show type Dahlias, but should not exceed two inches in diameter.

AIMEE—A wee bronze50
ANNA KRISTINA—Golden yellow shading, shading deeper at center50
ANNA VON SCHWERIN—Soft pink shaded white50
ARTHUR KERLEY—Deep maroon50
BRONZE BEAUTY—Bronze50
BILLY FLETCHER—Nice pink50
DONALD GORDON—Orange red50
DANDY—Light orange50
ELIZABETH—Golden yellow edged red50
GOLDEN QUEEN—Golden yellow50
GOLDILOCKS—Beautiful blossom of pure gold50
HIAWATHA—Nice red50
IDEAL—Clear deep yellow50
ISABEL—Small pure white50
JOE FETTE—A fine pure white50
JOHNNIE—Dark red. The perfect Pom.50
LITTLE JENNIE—Peach blossom pink50
LITTLE DAVID—Burnt orange, very fine50
LILIAS—Cream suffused pink50
LITTLE BEESWING—Yellow deeply tipped red50
MARY MUNNS—Fuchsia color with dark orchid sheen50
NERISSA—Fine shade mauve pink50
SUNBEAM—Crimson scarlet50
Your choice of any three of the above varieties	1.00
Your choice of any six of the above varieties	1.75

Every Dahlia Grower's Ambition

A great number of Dahlia growers can look back with much joy and pride to the winning of their first prize with their Dahlias. It may have been a small show with little competition, but it was an occasion never to be forgotten.

Today it is one's great ambition to win the major award for the largest and most perfect bloom, the best individual bloom, the smallest pompon, the best display or some prize that gives the grower much satisfaction as well as much favorable publicity, for it soon becomes known that so and so won high honors with their Dahlias.

To be a consistent winner, requires one to be a fairly good grower, but most important of all is to have the right stock to start with. No cut price Dahlia has a chance in the show room.

There are some of the older varieties that compare favorably with some of the newer varieties, but as a whole they have no chance in show room competition for any major award.

To be successful, great care must be used in purchasing new varieties, and stock should be purchased from none but reliable growers who guarantee their stock, and who have a reputation for successful introductions as well as fair dealing with their customers.



RUBY TAYLOR (I. Dec.)

(Garrity-Success)

CERTIFICATE AT STORRS 1932. SIX FIRST AWARDS PACIFIC COAST 1932.

THE ORIGINATION OF MARGARET E. BROOMALL

By J. J. Broomall

I cannot give a very complete history of many of my seedlings on account of the very brief notes I have made of them in my plant book. Under the head of Decorative Seedlings of 1927 I find the following in regard to the "Margaret E. Broomall" Dahlia:

"Largest of all whites—Stems straight and strong; ten inches not disbudded; very full six crosses Propagate."

The description of the seed parent of Margaret E. Broomall is probably the most brief of any in my plant book; here it is; "Blush five crosses Prop". The number of crosses was my opinion of the excellence of the flower—four crosses, good; five crosses, extra good; and six crosses (very seldom used), a real topnotcher. I want to say that my opinion of the "Margaret E. Broomall" has not changed since I wrote the six crosses above it in 1927.

I use very little heat in propagating and as the M. E. B. is slow in starting I only had three or four plants of it in 1928. The following year I sent the most of my stock of it to Mr. Charles G. Reed; I was so unfortunate as to lose the few roots I retained for myself, which of course I greatly regretted. The second year I grew this great white it was planted less than six feet from Jane Cowl and when it produced (under exactly the same conditions) blooms more than twice as large as that famous variety, and on stems much finer than the Jane Cowl, I knew that I had an extra fine Dahlia.

The parent of "Margaret E. Broomall" was a blush pink decorative of large size and was not pollinized by a white Dahlia; nor did I have a white growing near it; moreover I have **never** used a white Dahlia for pollinizing.

How then did this seedling happen to become pure white? It seems to me that the answer to this is Heredity. For years I have contended that heredity played a greater part in the improvement of the Dahlia than any other factor and I am more than ever convinced that this is so.

Not that I would say anything against hybridizing; I believe in it and practice it, but I do claim that heredity is apt to and very often does cause results very different from what we anticipate.

In 1929 I obtained five very fine whites from the seed parent of "Margaret E. Broomall"; but not one of them were as near perfect in every detail.

It may be of interest to know that "Goodnight" is from the same seed parent as the M. E. B., but in this case I had pollinized it from Mrs. Shirley Shaw; and I came quite close to getting what I was trying for.

Until last year I was of the opinion that the flowers of this great white would be barren and that it would be impossible to use it as a parent; but from what I learned last summer I have changed my mind and have good reasons for believing that it can be used for the further improvement of the Dahlia.

==== MARGARET E



Dahlia "MARGARET E. BROOMALL" (15 inch bloom)

Winner of American Home Achievement Medal and \$100 cash prize, also cash prize for largest and most perfect bloom at Atlantic City, 1930.

Highest score ever awarded at A. D. S. Trial Garden, Storrs, Connecticut.

Largest and Most perfect bloom, Boston, 1932.

Dahlia Society of California Gold Medal for best California origination, Boston, 1932.

Massachusetts Horticultural Society Medal, Boston, 1932.

To grow this sensation is to be a sure winner in any competition.

BROOMALL

"The Dahlia Sensation of All Time"

(U. S. PLANT PATENT NO. 36)

ORDER TOMORROW'S DAHLIA TODAY

It is a pleasure to announce that we shall release a limited number of plants of this variety in 1933 under the plant patent law. We have many orders booked and expect that all available plants will be sold out, so would advise ordering now if interested.

PLANT \$15.00 Net

TWO OR MORE PLANTS \$12.50 Each

DERRILL W. HART: "‘Margaret E. Broomall’ is a magnificent flower of great depth and nearly perfect form. The white is clear and pure while the depth of the bloom gives it its great beauty. A thrifty, sturdy grower, it will be a formidable contender in that select group which—*because of color, size, beauty, and form*—wins the *Largest and Most Perfect Bloom prizes*."

DR. MARSHALL A. HOWE: "This variety bears magnificent large white flowers of excellent substance on strong stems and its foliage is of the type that to a large extent is resistant to the attacks of predatory insects. I feel competent to state that the Dahlia variety ‘Margaret E. Broomall’ ranks with the best three or four that have ever been produced. *An outstanding white, such as this is, has been a desideratum for many years.*"

GEORGE W. FRASER: "I can honestly state that ‘Margaret E. Broomall’ possesses all the qualities required by the modern standard of perfection. It is an achievement in Dahlia breeding. The splendid growing habits, the stem and the perfect form of bloom will make it a *model for other new varieties to be judged by*."

PROF. ROLAND H. PATCH, American Dahlia Official Trial Garden, Storrs, Conn.: "This is probably the most outstanding Dahlia in the garden. This variety is a distinct improvement in the Dahlia sorts. *It is especially so in color, form, and size.*"

W. L. DARNELL: "‘Margaret E. Broomall’ is the perfect white and it is also the largest flower ever produced. In size it is what must be termed a distinct break from any known Dahlia, as the gain in size has jumped, at one bound, beyond the accumulated gain of a decade. In the introducer’s garden I found one bloom on a plant carrying eight flowers that measured 16 inches in diameter, with perfect stem, straight, firm, holding flower erect, the foliage dark green, leathery, insect resistant, the type constantly strived for. *Margaret E. Broomall is the best Dahlia ever produced.*"

To WHOM IT MAY CONCERN:

I desire to state that I consider the new variety "‘Margaret E. Broomall’" the best Dahlia in its class that I have ever seen. It represents an era far in advance of the present day in Dahlia culture. It is such an improvement as we might have expected to have seen several years in the future. I consider it the outstanding Dahlia of the day. Present day Dahlias are far in advance of those of a decade ago and "‘Margaret E. Broomall’" is just as far in advance over the present day Dahlia. It has splendid habits; produces a fine bush. The flowers are carried erect on stems long and strong enough to support them and the form of the flower is exceptionally beautiful. It is a real white Dahlia, being white the entire length of the petal. *I consider its production a very great horticultural feat.*

Yours truly,

THOMAS LEAVITT
Secretary of the National Association of
Commercial Dahlia Growers, Inc.

J. A. KEMP: "In my judgment it is a distinct new variety of great merit. The flowers are very large, attaining the width of 12 to 16 inches and over six inches deep. I unhesitatingly endorse it as being the greatest Dahlia of all time, regardless of color or type. *In my opinion there is no other Dahlia like it, nor none as good.*"

WILLIAM B. SWEENEY: "I had occasion to score this variety in the field trial at Storrs, Conn. Despite its adverse growing location, in a section of poor soil, with no means of artificial watering, in the driest of seasons, *it produced the largest blooms, combining beauty of petalage, perfect form, utterly lacking of coarseness, the writer has ever seen.*"

CONRAD FREY: "This is the best and largest white decorative Dahlia I have ever seen. It is almost perfect, has good color, great depth with good foliage and good growth, grows about seven feet high, and has wonderful stems which hold the mammoth flowers erect and upright without difficulty. *I dare say this is the best Dahlia I have ever seen.*"

NEW 1933 INTRODUCTIONS

ADMIRATION (I. Dec.) (Broomall-Success)

We have hesitated in offering this variety on account of some bloom showing a tendency to face down, but so many visitors have admired this variety in our garden we have decided to release it at a very low price. This variety scored 80 points at Storrs in 1932 and the bloom averaged from 8 to 10 inches at the trial garden. The stems are long and stiff and only a few flowers face down, but still it's a fault. The color is Geranium pink, tones of picric yellow in center petals. Back of petals mallow and amaranth pink. Flowering habit good.

Root \$5.00 Plant \$2.50

NOTE: The above variety was marked Reed's Seedling in our garden.

ALBATROSS (I. Dec.) (Ballay-Success)

Soft cream shading to greenish yellow at the center, in cool weather the tips of the petals sometimes being lightly touched with apple-blossom pink. This new Dahlia is large as all popular new Dahlias must be, it has delightful and unusual coloring, and the formation is strikingly distinctive with petalage suggestive of the water-lily. A huge pond-lily is what it looks like with its petals broad and flat at the base and turned upward decidedly at the tips. We have never been enthusiastic about floating a Dahlia in a bowl, yet this one would not look out of place used in that way. However, there is no need of it, as the stem is very strong, holding the flower always upright. Center is full and closed all season. In Lawrence, Mass., where it was grown for the first time away from home, it conducted itself especially well and created quite a sensation.

NOTE: This variety as grown in the East had a very pronounced overcast of pink or pale lavender at very center of bloom which greatly added to its beauty. So unusual in its formation and color blending this variety is bound to be one of the sensations of the year.

Root \$15.00 Plant \$7.50

AMELIA EARHART (S. C.)

This new variety was greatly admired in the show room last season and won its full share of prizes. It has the distinction of winning two American Home Achievement Medals the first year shown. Best undisseminated seedling in many exhibitions and many other worthy awards. It is a very large artistically formed combination of apricot-buff with primrose at base of petals. Throughout the flowers are tints and sometimes stripes of salmon. An Honor Roll Dahlia of great merit.

Plant Only \$7.50

DOMINO (F. Dec.) (Ballay-Success)

Deep unshaded maroon. We are very glad to be able to offer this year a very good decorative extremely dark in color that did not fade or burn in the sunshine. It is about a 10-inch Dahlia, very formal in type, and compactly built of many rows of broad, flat petals. It will start to bloom early, produce freely all season, and the well-branched stalks of medium height are very straight and strong. To those who are interested in a beautiful and useful new dark Dahlia, we can cheerfully recommend this one.

Root \$10.00 Plant \$5.00

EAGLE ROCK PEACH (Dec.) (Broomall-Success) (Awarded certificate at Storrs 1932)

Mr. Broomall describes this new variety as a large, deep rose-pink that should please those that like size and beauty combined. The stems are all that could be desired. This variety should be planted early as it is a late bloomer. We have but a very few roots to offer on this variety this season so would advise ordering early.

Root \$10.00 Plant \$5.00

EAGLE ROCK PRINCE (F. Dec.) (Broomall-Success)

Another of Mr. Broomall's originations that has been one of our most outstanding Dahlias in the past three years. Mr. Derrill W. Hart thought so well of it in our garden that he placed it on the Honor Roll in 1932. It is a most difficult color to describe. Mr. Hart describes it as follows: "A wide petalled combination of autumn colors. Rich and distinctive, and a worthy companion to the good varieties that have come from this originator." Color, yellow ocher with back of petals light jasper red, the whole effect being a coppery yellow sheen. Many visitors call it a glorified "Derrill W. Hart", others call it a rich deep orange. It's unusual anyway.

Fine plant, the best of stems, flowering habits prolific.

Root \$10.00 Plant \$5.00

EAGLE ROCK SUPERBA (Dec.) (Broomall-Success)

Another one of Mr. Broomall's new originations that he considers one of his very best. There is color on the chart that is exactly like the color in this variety, but the nearest being a light amaranth pink, a much more attractive color than our last year's introduction Eagle Rock Fantasy. The originator considers it a better Dahlia than Fantasy. It is about the same size and habits except in color. We have never grown a Dahlia of the same color. The stems are perfect and hold the large bloom erect. We predict a bright future for this Dahlia. Our stock is very limited.

Root \$15.00 Plant \$7.50

FASCINATOR (I. Dec.) (Ballay-Success)

Salmon, orange and gold. These colors are all in bright tones and combine to produce a flower of entrancing beauty. It fascinates you and the name it bears belongs to it exactly. First crop blooms will be 11 or 12 inches in diameter, regularly formed with full deep centers, and held up gracefully on long strong stems. Later flowers are not so large but are in great profusion, continuing to charm with their beauty into the late fall.

Root \$10.00 Plant \$5.00

FULL MOON (F. Dec.) (Ballay-Success)

Canary yellow. Here is a variety that can truthfully be called a superlative Dahlia. The large distinctive blooms, easily measuring 12 inches across, are regularly formed of very broad flat petals that terminate in a perfectly full and artistic center. The thickness and strength of the stems are particularly noticeable and the flowers are always upright, never facing the least bit to the side. We have never seen a variety more consistent, every flower being massive in size and

SUCCESS DAHLIA GARDENS

perfectly formed, and the foliage is always clean and bright. Last year this Dahlia made a good start in the East, winning the Gold Medal of the Dahlia Society of California as the best Dahlia of California origin, and was also the largest Dahlia in the show at Boston. This year it has been added to the Roll of Honor, and good reports have come to us beyond our expectations, several of our customers stating they have grown 13 and even 14 inch blooms without any special effort. This is what Mr. Derrill Hart thinks of it: "Although this monster yellow was disseminated in 1932 I did not see it until the current blooming season. It is a wide-petaled flower of clear golden yellow, and during the show season just past, not only won many prizes as Best Yellow, but in some cases as Best Bloom in the show. It is one of the outstanding Dahlias of the season, and so far as I know it has succeeded in every section where it was grown."

Root \$10.00 Plant \$5.00

GORGEOUS (I. Dec.) (Broomall-Success)

Another of Mr. Broomall's giants that has attracted unusual attention on account of its great size and color. This Dahlia is at its best after the first blooms have come and gone, as the first blooms or at least some of them show double centers and none of hs like those, but the later blooms are wonderful. If this variety produced all perfect blooms we would put it into the \$20.00 class, but we want the reader to know our Dahlia faults as well as their good qualities. The color Rhodonite pink with tinge of pale yellow, reverse rocellin purple veined pale yellow, general effect salmon. If you like the monsters this one will please you. The stems are long and extra strong to carry the giant bloom erect.

Root \$5.00 net Plant \$2.50

HILLCREST MANDARIN (I. Dec.)

A flashy big flower. Brilliant oriental scarlet and golden yellow, one of the brightest colors to be found in the Dahlia family. Honor Roll Dahlia.

Plant \$5.00

LAURINE STOCKWELL (S. C.)

This is one of the most beautiful Semi-Cactus Dahlias that we have ever grown, in fact it was one of the best in our garden last season, and I think that is as good a recommendation as we can give any Dahlia. This Dahlia is on the same type as Satan, very large and deep, fine stems but the real beauty is in its color combination, a rich yet delicate pink with cream at center. This is a real art creation so seldom found in such a large Dahlia. Stock very limited.

Root \$5.00 Plant \$2.50 net

MONMOUTH GENERAL (I. Dec.)

This Honor Roll Dahlia of a new shade in color, bright henna. It is a large, full-petaled flower of great beauty. The long, wavy petals darken at the center to a rich terra cotta.

Plant \$5.00

MURPHY'S MASTERPIECE (I. Dec.) (Murphy-Success)

Last year we made this statement in our catalog, "We know of no Dahlia that will cause more of a sensation in the show room this season than this variety." Well, what happened? It won everywhere it was shown. We know of no Dahlia that won as many prizes for the largest and best in the show as this variety. We wish it were possible for us to publish all the letters that we have received from our customers telling us of the major awards won by "Masterpiece". Here is one just received from a grower in Rockville Centre, N. Y., who is an amateur grower. "The past season I showed as an amateur in five shows and 'Murphy's Masterpiece' won first prize everytime I showed it. It won the best red at Farmingdale, Long Island, Rockville Centre, New York City and twice at Atlantic City. Also, it won as the largest individual bloom at Rockville Centre, Atlantic City, and New York City. None of the flowers measured less than twelve inches. The plants were thrifty, not heavily disbudded, nor were they forced. It is my opinion, and that of many growers, that it was one of the best flowers shown last year." A fourteen inch bloom was the sensation of the show of the Dahlia Society of Indiana. In California we hear reports of this variety being grown up around 14 inches. We could go on and on retelling the great victories won by this variety by our customers. This variety does not burn, it does not shed its petals, it grows to monster size without forcing, there is no red its equal, it never shows an open center, it produces monster bloom throughout the season, it is a fine root maker, it keeps well when cut. Awarded a Certificate at Storrs in 1931. It made the Honor Roll in 1931. This is how Derrill W. Hart describes this variety in the American Home Honor Roll for 1931. "A huge, deep, dark red shading towards garnet, and a flower that grows large without much encouragement. When first shown in Boston before the originator's death, this big Dahlia won the cup offered by the President of the Massachusetts Horticultural Society as a most worthy novelty—and novelties other than Dahlias were also in competition. Awarded also the American Home Achievement medal by the Dahlia Society of New England in 1931 at Boston." No collection is complete without this giant. If you only like the medium size Dahlia bloom don't buy this one, it can't be grown medium size. If interested would advise ordering early.

Root \$10.00 Plant \$5.00

NOB HILL (I. Dec.) (Ballay-Success)

Pale orange. Occasionally you see a bed of Dahlias containing so many blooms that there does not seem to be room for a single one more. That is how Nob Hill looked last September. In the first crop from eight to a dozen large disbudded flowers on each plant opened all at one time, all with long upright stems, fairly covering the plants. On close examination you would have found every bloom very large and deep and perfectly formed, almost every one suitable for exhibiting in the show. The gay and colorful shade of the blossom is another feature to be considered. All our Dahlias are tried out in the East before being released and we get a conservative report. The notation for Nob Hill was "Very fine".

Root \$15.00 Plant \$7.50

PALO ALTO (S. C.) (Ballay-Success)

Salmon in two tones—bright pinkish salmon throughout the flower but shading quite perceptibly to a sort of salmon gold at the center. "Perfection" would have been an appropriate name for this Dahlia, for, as our Eastern Representative, Mr. Reed, says, "It has everything." It scored just about 100 with us. Color is positive and clear both in and out of doors; size conservatively 10 to 12 inches across by 6 inches deep; moderate semi-cactus formation perfect, with centers always closed and all alike; stem stalks very tall, straight and long-jointed; blooms freely both early and late; good substance and so lasts well whether growing or cut. When a 2-year old seedling it was the winner in its class and the statement was made at that time that "it will be another feather in his cap". As yet this Dahlia has been shown very little either here or in the East, but we do not hesitate to say that it ranks with the very best new ones and possesses to a very marked degree those qualities we are all striving for in Dahlias. We feel highly honored to again have merited the recognition of Mr. Derrill W. Hart, on the 1932 Roll of Honor of the "American Home Magazine" of New York, who says concerning it: "Will surely be one of the sensations of the coming 1933 show season. It is a finely formed big flower of bright salmon and tan combination.....There will be no confusion as to the thrilling effect that this great flower will give to the real Dahlia lover. It is a fine grower and exhibition bloom."

Root \$20.00 Plant \$10.00

SATAN (S. C.) (Ballay-Success)

Flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems. The horn-like petals, so perfectly rolled and incurved, give rare form and character to a flower of unusual brilliancy. The rugged, almost leafless, stems give the impression of being nearly as thick at the top as at the base. No Dahlia in existence, we believe, is more sensational and spectacular than this giant cactus. Wherever exhibited it becomes the general favorite. At both San Francisco shows this year it was awarded a Gold Medal as the best flower in the Show. At New York it was runner up for largest Dahlia and it won as best flower at several other shows. At Storrs Official Trial Gardens it scored 87, a very good rating at Storrs. It has been grown with a diameter over 13 inches, remarkable for a cactus Dahlia. The flower in the accompanying photograph was 12½ inches in diameter and over 6½ inches in depth. In 1931 it appeared on both the Eastern and the Western American Home Rolls of Honor with finest recommendations. Mr. Derrill Hart, commenting on it stated—"Surely this variety will be a temptation to any Dahlia fan and better still

he will not give himself cause for regret in yielding to this color sensation, one of the most brilliant we have seen in any Dahlia. Only a few Dahlias could feel comfortable near this one." Mr. Warwick S. Carpenter said: "Horn-like petals of flaming red blend suggestive shape with colorThose who like to see personality in their flowers should be intrigued with Satan." This variety won the prize at Rockville Centre, N. Y., for best bloom in the whole show and the Achievement Medal, also won in the semi-cactus class at Rockville Centre, Long Beach and New York shows. We have many letters announcing other high awards.

Root \$15.00 Plant \$7.50

STRONGHEART (F. Dec.) (Ballay-Success)

Golden orange shading to amber gold at center and base of the petals. Another new Dahlia for 1933 with no imperfections. This is one of our favorites of the new ones for this year and truly a gem of a Dahlia. Its size is of generous proportions, combined with great beauty of form and color, and it has a long perfect stem. While coming nearer to the formal type of decorative than any other classification, it is not decidedly formal, as the petals are longer and rather inclined to curve more than is usual with this type, especially in the late season. This variety was also deemed worthy of a place on the 1932 Roll of Honor, and we quote Mr. Hart's statement concerning it. "This Dahlia was not exhibited during the season, but I saw it growing and was impressed with its lovely color and fine form."

Root \$10.00 Plant \$5.00

RUBY TAYLOR (I. Dec.) (Garrity-Success)

We all have our favorites and when this variety came into bloom in our trial garden at Lawrence I immediately fell in love with it. It was one of the finest Dahlias in the whole garden. The clear self color is difficult to describe but the nearest color we could find in the color book was Carmine. The habits of this Dahlia are nearly perfect, long stiff stems, it is an open growing bush and needs no pruning to produce large, deep bloom. This variety was awarded a certificate at Storrs Trial Garden in 1932. It also cleaned up everything in its class on the Pacific Coast last season, winning no less than six first prizes. We highly recommend this variety to those who want a Dahlia so very much different from any of the newer ones going out this season. A sure winner.

Root \$15.00 Plant \$7.50

We Present the Following Standard Varieties That Are Leaders in the Garden and Show Room

ACHIEVEMENT (Inf. Dec.) (Ballay)

Gold with bronze shadings. This year we beg to submit a good Dahlia that carries with it the most coveted honor. Winner of the 1930 American Home Achievement medal at the Palace Hotel for the best new introduction west of the Rocky Mountains, we have given it the name that will emphasize its position. It has been tried out in both East and West with equal success. In depth as well as diameter this Dahlia is one of the very largest grown, and the formation of the flower is most pleasing, the many petals being curled and twisted in an artistic fashion. The good substance insures a wealth of perfect blooms under all weather conditions. Stems could not be improved upon either as to length or strength. This variety was one of the outstanding new Dahlias at the National Show in New York in 1931 and on the Pacific Coast. Another Honor Roll Dahlia.

Root \$5.00 Plant \$2.50

AMBASSADOR (Semi-Cactus)

This beautiful Dahlia has always been a prize-winner. The color is a soft yellow center with salmon, amber and pink shadings, gradually deepening towards the tips and outer floral rays. Has won prizes for the largest in the show. Sold for \$50.00 per bulb when introduced.

Root \$1.00

AMERICAN LEGION (A. D. F.)

A beautiful yellow semi-cactus; the wonder Dahlia of the day. The tall, robust bush, with its heavy green foliage, holding the giant, deep flower boldly in the air on splendid long stems, makes a rare and extremely showy effect. Flowers 13½ inches in diameter and 9 inches in depth were shown at the Atlantic City Flower and Garden Pageant, 1931, winning the Gold Medal for the best undisseminated seedling of New Jersey origin; Gold Medal for the most worthy undisseminated seedling (open to all), \$150.00 in cash and the American Home Achievement Medal for the Dahlia or Dahlia exhibit which contributed most to the progress of the Dahlia in a class of 710 entries. At Camden it won the Gold Medal for the largest and most perfect Dahlia. It has never been defeated.

Roots \$10.00 net Plant \$5.00

BADGAD (F. Dec.)

A fine Dahlia for exhibition. It is a brilliant shade of red and can be grown to very large size. Stems and plant habits are good. Winner of many prizes.

Root \$3.00 Plant \$1.50

BETTY BROWNE (Dec.)

Seedling of the beautiful pink Glory of Monmouth. Color is spinel-pink, and old rose blend, deep lemon-yellow at base of petals. Flowers full centered and of large size, averaging 10 inches and over in diameter, and 6 to 7 inches in depth. The large, well-built blooms are borne on stiff stems well above the foliage. Plant is of medium height, wide-spreading, and vigorous constitution. A good Dahlia in every respect.

Root \$1.00

BETTY COLTER (I. Dec.) (Success)

This is a most charming new introduction that has caused favorable comment from many of the most prominent judges in the East. Derrill W. Hart describes this variety on the American Home Honor Roll for 1931 as follows, "One of our favorites among the new Dahlias. The color is

distinctive and pleasing, an even shade of light salmon red throughout, shading to old rose at base of long rolled petals. The flower is nicely formed on good stems." We have never seen better stems on any Dahlia and this variety should appeal to those who like something different in their garden.

Root \$5.00 Plant \$2.50

BING (Dec.)

Deep cherry red with a lighter reverse. A fine clean dark red, large and distinctive. Petals are of velvet-like texture, broad and slightly waved. Does not fade. Stem is straight and strong. We think it is the prettiest and most satisfactory variety in this coloring. Good for all purposes.

Root \$2.00

CAPRICE (Mawson, 1931)

One of the California prize winners. Color a golden yellow, shading to salmon pink. Immense flowers of great depth on long stems holding the bloom high above the foliage. Excellent for both exhibition and cutting.

Root \$3.50 Plant \$1.50

CARMANIA (I. Dec.)

This imported Dahlia was one of the attractions in our garden the past two years and is now released for the first time. This is not a monster in size but makes up for that in its real beauty. It is a profuse bloomer of 8-9 inch bloom held perfectly erect, facing, on stiff stems. A brilliant yet deep yellow, with rich glowing center shading to orange at base of petals. There is a sparkling attractiveness in this variety that is seldom seen in a Dahlia. As a cut flower or for basket display there are few Dahlias that can compare with this one. Certificate at Storrs, 1932.

Root \$2.50

CAROLA (Dec.)

Amber-rose. A positive old rose with an amber tint throughout the flower. This is a very attractive coloring that many visitors admired. The plant is of medium height and is well covered with good flowers, early and late. Shape is quite formal, stem upright, general habit excellent.

Root \$2.00

CELESTE (Dec.)

Lilac pink overlaid with carmine. A very handsome large flower that is attractive especially because of its peculiar shadings of color. The well-branched plant produces deep, well-built blooms over a long period. There are no faults noticeable to take from the general usefulness of this valuable addition to Dahlias of this color range.

Root \$3.50

CHAMPOEG (F. Dec.)

The color is like a sunrise, with the base of petals an amber gold, shading to bright rose pink near outside of flower, then back to golden amber.

Root \$5.00 Plant \$2.50

CHARLES G. REED (F. Dec.) (Ballay-Success)

Purple red. This is the color in plainest words. Exactly petunia red is what an authority on dress materials called it. Has won numerous prizes and is a Roll of Honor Dahlia. We have just been informed that it won this year as the Best Bloom in the Show at the National Show in London, England. Also won the same prize at the Dahlia Show in St. Louis, Mo. It is an unusually large

variety held upright on a perfect stem. Bush is of rather low growth with the branching habit which makes it ideal for all purposes. The big, broad petals, a deep full center, and the great profusion of bloom, have caused visitors from time to time to exclaim that it was one of the most beautiful Dahlias they had ever seen.

Root \$3.50 Plant \$1.50

THE COMMODORE (I. Dec.)

It is a brilliant lemon yellow, overlaid with a golden sheen. It is simply *immense* in size, of good depth, and the giant blooms are held high above the foliage on long, stiff stems. Plants are medium height, wide spreading, of sturdy growth and are tremendously prolific, the plants being literally covered with bloom from early to late. A Dahlia of noble and spectacular appearance. Winner of first prize in the undisseminated Seedling Class at Baltimore, Md., and Red Bank, N. J., and on Honor Roll, 1931. Scored 85 at Storrs.

Root \$5.00 Plant \$2.50

DAILY MAIL (Dec.)

The sensational giant of 1930 in England. We imported this variety and consider it one of the best of our importations in the matter of size and habits. The color is unusual in a Dahlia as the blending of deep yellow and orange shades give the bloom a soft, warm color that appeals to those who like delicate shades in a Dahlia. A remarkable characteristic of this variety is the continual flow of huge flowers which the plants produce with ease, from first to last. Stems are wiry and strong.

Root \$2.50

DOLOROSA (Dec.)

Deep bluish lavender. The blue is just a little more pronounced than has appeared heretofore. Perhaps it is a step toward a real blue, if that much heralded specimen ever comes. At any rate, this is a very pleasing variety with big full flowers held upright on long, hard stems. The petals are somewhat pointed, the center is tight and holds well. Plant appears to have more flowers than leaves.

Root \$3.50

DONNA CALIFORNIA (Dec.)

Deep rose pink suffused with lavender. The color is not new, but it is doubtless the largest Dahlia by far of that coloring. In fact, it is the largest Dahlia that we have ever grown in our gardens, 12-inch blooms having been produced without effort through a long period. The flower is not particularly heavy, considering its great size, as its even petal formation is loosely arranged rather than solid. The stems are very strong and very long. We again won the prize for the Best Established Three-year-old at the Palace Hotel, this time with six blooms of this giant Dahlia. A most wonderful Dahlia in the East.

Root \$3.50

DOROTHY STONE (I. Dec.)

A most outstanding Dahlia in every way. It is a huge decorative of a deep, pure pink. This is a distinct and splendid exhibition variety. Very full center. Petals are thick and evenly placed, profuse bloomer, deep green leathery foliage, medium to tall habit, stem straight upright and strong.

Root \$2.00

EAGLE ROCK BEAUTY (I. Dec.)

A more beautiful combination of pink and cream than displayed in this glorious creation would be difficult to imagine. It is in a class by itself, and unanimously admired by all who saw it. It is vigorous in growth, with good habit, and strong stems holding the immense blooms erect, which are full to the center, and produced in abundance until frost.

Root \$1.00

EAGLE ROCK FANTASY (I. Dec.) (Broomall-Success)

We wish every Dahlia grower could see this wonderful Dahlia when in full bloom. It is a glorious Informal Decorative of monster size, imposing and beautiful in form and color. Huge broad florets tapering and tastefully notched at tips. We can honestly say that this Dahlia attracted more attention than any other Dahlia in our garden except our new monster white "Margaret E. Broomall". Here is how Derrill W. Hart describes it on the American Home Honor Roll for 1930. "This Dahlia will achieve universal acceptance. It is another wonder origination of a Dahlia wizard, who must be working along very definite lines in breeding. Clear, mallow pink, of great size and depth. It is more like Mrs. Frances E. Bullard than any variety that we can name, but an improvement on that wonderful variety in both form and color. All pink and with larger flowers. Received a Certificate of Merit at Storrs, and we saw it growing there and in its home garden. Among the finest of the 1930 Dahlias." The habits of this variety are ideal, the best of stems that are long, straight and stiff with the monster bloom set just right to look one straight in the face, the foliage is medium dark green and seems to be immune from insect attack. It is different, it has size and then some, and is bound to be a consistent winner in the show room.

In 1931 this was one of the best Dahlias in the show room. It won for the largest Dahlia at the Palace Hotel Show and the second best Dahlia in the whole show. It was shown 14 inches and over in many shows. This variety won for the best in the show at Columbia by one of our customers who writes, "I had four 'Eagle Rock Fantasy' blooms, took first in the three vase class, first in the single class and one bloom in the vase won for the best in the show." The same grower won the \$75.00 vase at the State Fair Show with Fantasy. Not so bad for an amateur. It has won other prizes galore the first year out. If you want a winner and one that will grow anywhere without "petting" try this one. This variety won many prizes in 1932 for largest and best bloom in show. One of the finest exhibition blooms to date.

Root \$5.00 Plant \$2.50

EAGLE ROCK WONDER (S. C.)

For tremendous size, perfection of form and habit of profuse blooming qualities and vigorous growth, I have seen no equal of this Dahlia. It was the outstanding feature in the garden. The color is mars-orange shading to orange-buff with tints of coral-pink and coral-red according to Ridgeway's color chart; the general effect being between orange and apricot. This Dahlia sometimes forms a number of adventitious buds on the back of the flowers; so far, probably not more than twenty per cent have done this. These buds, reminding one of Brussels sprouts, do not affect the appearance of the front of the flower. They can easily be removed before the main flower is fully developed, and it seems to me are caused by the extraordinary vigor of the plant, seemingly to give an outlet to its unusual energy. This variety has never yet shown an open center even under the most unfavorable conditions. A monster. Height 5 feet.

The above is our last year's description and we want our friends to know that this wonder found its way to the top of the list in winning major honors in the show room. Derrill W. Hart thinks well of this Dahlia and expresses himself in describing this creation on the American Home Honor Roll in 1930 as follows: "This monster flower won as Largest and Most Perfect Bloom at Trenton and also as the Best Dahlia Originated Outside of New Jersey. Again, at Red Bank it won as Largest and Most Perfect Bloom in the Open-to-All Section. The color is a tawny orange

flushed with gold and salmon, shading to pure gold at center. It is a very symmetrical flower and will be a consistent winner in the Specimen Bloom and Largest Bloom Classes." We think with his description and its record to date that it will be grown in every first-class garden where they like beauty and the monsters. It has both. Many of our customers report that they had many blooms over 13 inches in 1931 and one reports having it 9 inches deep. This variety seems to improve each season.

Root \$2.00

EVA L. QUADLING (F. Dec.)

Immense full centered blooms of the finest quality. Color carmine and spectrum blended, back same with pale mauve veining, center ox-blood red. Was the sensation at the Cumberland Hotel Show in Bridgeton, N. J. It was also in the First Prize Collection of 12 best decoratives at the Santa Monica, California, and the Los Angeles, California, shows.

Root \$2.00

FRAU O. BRACHT (Berger)

Straight Cactus. A sensational variety from Germany that stood out in practically every fall show. A clean light shade of yellow, nearly cream, of exhibition size on fine stems.

Root \$2.00

FURY (For. Dec.) (Ballay)

Rose and copper with a reverse of deep rose. This is a huge Dahlia of rather odd but pleasing color. First flowers will measure 11 or 12 inches in diameter and the size is well maintained through the whole season. The plant, of medium height, is a good producer and every flower counts as the centers are always closed and the stems satisfactory. Fine for garden decoration and serviceable for use in a collection of large Dahlias.

Root \$5.00 Plant \$2.50

GABRIEL (Hyb. Cac.)

Carmine pink, or what might be termed "watermelon". This variety is an early and free bloomer, and the blooms are really spectacular. Very large and deep, they lead the garden in interest in the early season. As the season advances the stem is not always good, especially if the plant is allowed to become too bushy. All things considered, we can recommend it as a Dahlia that will bring the grower much pleasure and cause his friends to gasp and wonder.

Root \$2.50

GOLDEN HARVEST (Semi-Cac.)

A most striking variety, producing enormous blooms of a beautiful sulphur-yellow in color, with no shading. The blooms are held perfectly erect on the best of stems and by disbudding it is possible to grow blooms larger than Siskiyou. The plants are a mass of bloom from early to late in the season. I have never seen such large buds before the petals commence to unfold and reminds one of the enormous exhibition Chrysanthemums as they open up, only much larger. A winner. Height, 3 feet. This variety was another of our introductions that made good wherever exhibited. A customer won first prize with this Variety in the keenest competition at the National Show at Atlantic City in 1931.

Root \$3.00

GOODNIGHT (I. Dec.)

We have grown many fine dark colored Dahlias, but we find in this variety a monster in size and the rich color of ox-blood red shaded maroon, is the greatest attraction in the garden and in the show-room. One of the outstanding Dahlias at the National Flower Show at Atlantic City, 1931, winning first prize for first basket. A sure winner.

Root \$2.00

GRACE CURLING (I. Dec.)

We wish every Dahlia grower could see this wonderful Dahlia in bloom. It is a glorious decorative of very large size, imposing and beautiful in form and color. The latter is white at base, then changing to lilac pink and rose. Huge broad florets, bluntly tapering and tastefully notched at tips. It requires no disbudding or trimming to have equally as large blooms at the end of the season as when they first bloom. Perfect stems, and they are long, bearing the big blooms well above the foliage. We know of no Dahlia that is more charming than this imported beauty.

Root \$2.00

IDA PERKINS (Dec.)

One of the best exhibition whites to date.

Root \$1.00

INDIANA MOON (I. Dec.) (Martin)

This variety was awarded a certificate at the Trial Gardens at Storrs in 1930 and found itself a place on the American Home Honor Roll in 1931. This variety has won many first prizes in the Middle West where it was originated. It is a good Dahlia in every way and grows without any forcing up around 10 inches and the bloom are held erect on long, stiff stems. The color of this variety is difficult to describe as there are so many colors in its make-up. The Trial Garden describes it as flesh ocher with faint lines of spinel pink running through some of the petals. With us it showed plenty of blending of colors to make it most attractive.

Root \$5.00 Plant \$2.50

JANE COWL

This magnificent decorative was without doubt the outstanding Dahlia that has been produced in the East since Jersey Beauty. It would be impossible to list its winnings, as we are continually hearing of where it won for the best in the show. Mr. Derrill W. Hart in his Roll of Honor report in the American Home is as follows:

"Jane Cowl was the outstanding Dahlia in every show room. It would be impossible to enumerate the prizes won by this grand flower. Next to Jersey's Beauty we believe that Jane Cowl has the best record of any other variety introduced. It ranks with the immortals of the Dahlia world." The plants are always covered with immense blooms, held perfectly erect on long, stiff stems, and seem to be insect-proof. Color a glistening bronzy buff and old gold, blending to a deeper shade toward the centre of the flower, reverse of petals a pale flesh color, giving the flower as a whole a warm glow. We have a fine stock of this wonderful Dahlia.

Root \$1.00

JANET SOUTHWICK (Chapman)

Informal decorative of the staghorn petaled type, beautiful formation, exquisite coloring. Ridgeway's chart calls it Deep Tyrian rose, American Home Roll of Honor calls it bright Burgundy red. The texture of the petals is so fine it reminds one of the Radiance rose. One of the cleanest growing plants it has ever been our pleasure to see, plants are of medium height, very dark heavy foliage, straight dark stems carry the flowers well above the plant. Recommended for its distinctiveness in coloring and beauty of shape. Exhibition size.

Root \$10.00 Plant \$5.00

JEAN TRIMBEE (I. Dec.)

This beautiful Dahlia is a native of Canada and exhibited at Toronto for the past two years. The flowers are very large, many over 12 inches, and a beautiful rich petunia violet in color. It has a strong, vigorous habit and the large attractive flowers are produced very freely.

Root \$2.50

KATHLEEN NORRIS (Dec.)

The Wonder Dahlia of the Century. A huge flower of clear pink, borne upright on rigid, long stems. Experts say it is the best pink Dahlia in commerce. A winner everywhere in "Court of Honor Class" for largest and best. It has out-classed all other Dahlias of a similar color in all leading shows for the past two years. We have a large stock of this wonder Dahlia.

Root \$2.00

KAWeah (Giant I. Dec.) (Meussdorffer)

Size of this variety, however, is only one of the good qualities as it has splendid stems, form and substance, glorious color, and is a wonderful keeper. Color is hard to describe, a deep, clear, rose-cerise, center of petals shading to a rich, velvety cardinal toward the center of the flower, and when fully matured, shade lighter toward the tips of the petals, almost mauve or orchid. Blooms of 15 inches diameter, and *very deep*, are common, and these tremendous flowers are held perfectly erect on very long, extra strong, stiff stems, 18 to 20 in. to first lateral.

Root \$15.00 Plant \$7.50

KEMP'S VIOLET WONDER

The best violet colored Dahlia to date. The predominating color of this great Dahlia is a rich napthaline violet, with an underlying tone of royal purple, with bluish lavender reverse. Flowers are as nearly perfect in form as possible; of true decorative type, and of massive proportions, attaining to a diameter of 10 inches and over, and to a depth of 6 to 7 inches, and are borne on stiff stems 10 to 14 inches above the foliage.

Root \$1.00

LAVINIA BROOMALL (American Cactus)

Very large and unusual in form and color. I know of no other Dahlia that is so different even when grown among the very best new varieties. It attracts immediate attention and will be a valuable addition to any first class collection, as there is nothing like it. A profuse bloomer and the large blooms are held erect on good stems. Color light orange-yellow to capucine yellow, shaded coral-pink. No description can fully describe this new creation. To grow it will be a joy forever. Stock limited. Height, 3 feet.

Root \$2.00

LORD LAMBOURNE (Stredwick) (I. Dec.)

The originator claims this to be their largest introduction and describes it as follows: "One of our greatest successes as raisers to date, and we can hardly exaggerate in describing it. The blooms are of tremendous size, and it has a pleasing form, whilst the stems are strong and the blossoms are easily held erect. The color has been described as sunset harmony of pink and gold but the old gold and bronzy tints predominate."

Root \$2.50

MONMOUTH CHAMPION (D.)

Winner of a special award at Elizabeth, N. J., and as best undisseminated seedling at Red Bank, N. J., where it defeated some of the top notchers. This great Dahlia compares favorably with Fort Monmouth, Violet Wonder, Jane Cowl, Kathleen Norris, and other top notchers of recent introduction. It instantly found favor with all who saw it in our gardens and the show rooms by its great size, and brilliant orange flame color that fairly glistens from its own color. It is the only Dahlia we know in its color. A beautiful Dahlia in the garden and show room and a free producer of large, perfect blooms, on perfect stems throughout the season. Plant is a strong, vigorous grower,

wide spreading, with long, slender side shoots, each producing a fine exhibition bloom from 10 to 12 inches in diameter that can be cut with stems 2 to 3 feet long.

Root \$2.50

MONTALVO (Inf. Dec.) (Ballay)

Golden bronze shading to a deep bronze center. Size seems to characterize most of our introductions this year, but not at the expense of beauty. We have been asked repeatedly for extremely large ones and this time we are able to supply them with a vengeance. Montalvo is another 12 inch Dahlia when grown with ordinarily good care and it has proportionate depth and strength of stem. There is great beauty in the coloring as you can imagine, and when you have charm in color, combined with massive size, perfect formation and the best growing habits, the variety may be defined as an up-to-the-minute Dahlia.

Root \$7.50 Plant \$3.50

MRS. CHAS. G. REED (Dec.) (Garrity)

In this new white we have a Dahlia that has never been defeated the first year out. Winning first prize in every class entered on the Pacific Coast. It has also the distinction of having won Certificates at Storrs Trial Garden and the North West Trial Garden in 1931, scoring 85 at Storrs and 87 at the North West Trial Garden. This is not the largest white in the world but it must have been good to make such a fine record in different sections where it was grown on trial the past season. The stems are all that could be desired and habits are good in every way. The originator has placed the price at

Root \$10.00

MRS. EMILE H. KITSON (I. Dec.) (Success)

One of the most attractive Dahlias in our garden as it is always covered with large blooms held erect on the very best of stems. The attractive color combination appeals to our visitors, the inner petals are of Grenadine pink while the outer petals are pale orange yellow. This origination was awarded a Certificate of Merit at the A. D. S. Trial Garden at Storrs, Conn., in 1929. It has also won the prize for the best Dahlia in show in strong competition.

Root \$2.00

MRS. SHIRLEY SHAW (I. Dec.)

Ox blood red shaded maroon, this magnificent flower sometimes has a tendency to come with crooked stems, but notwithstanding this fact was more universally admired than any Dahlia in our gardens. The wonderful dark rich color and immense size capture everyone. This Dahlia must be seen to be appreciated as it is impossible to describe the beautiful rich blendings from almost black to nearly a scarlet on each petal. It also found its place among the elite of the Dahlia world on the Roll of Honor for 1928. It is a real joy to grow a Dahlia like "Mrs. Shirley Shaw".

Root \$2.00

MOTHER MACHREE (Dec.)

Cream or ivory white with a touch of pink at the center. "Something entirely new," a well-known authority on Dahlias said. The color is surely very much out of the ordinary and the great big deep flowers on tall stalks are outstanding in the Dahlia patch. We have watched this variety carefully for four years. There were no faults apparent except that this season it would occasionally throw an open centered flower, due, we think, to the unusually cool weather. We are mentioning this fact as it is our policy, as we say to our visitors, to tell "the bad along with the good."

Root \$2.00

NANCY REDFERN (S. C.)

Mr. Derrill W. Hart describes this variety on the American Home Honor Roll in 1931 as follows: "A new California variety of great beauty and refinement and a wonderful flower for home decoration. The color is a clear, bright pink with long petals incurved at edge of flower, shading to a darker watermelon pink at center. A nice grower with good stems and clean foliage."

Root \$10.00 Plant \$5.00

NARCISSA (Semi-Cactus) (Ballay)

Bright daffodil yellow. We wanted a name that would express the freshness and warmth of early spring for this Dahlia and could think of nothing more appropriate than the daffodil and the other yellow flowers of the narcissus family. In the full formation of the flower there is also further suggestion of the double daffodil. This Dahlia averages 8 or 9 inches in diameter and is another one that grows straight up on a long perfect stem. It is striking in the garden, charming when cut, and has no faults whatever.

Root \$5.00

NEDRA (Dec.)

Lavender pink. Some Dahlias are at their best in mid-season, others improve when the shorter days produce slower growth. This Dahlia is at its best in normal weather and can be counted on at show time; in the late fall the centers open. The shade of color is clear and true. The blossom is large and oval shaped with broad, heavy petals continuing well to the small pointed center. Stems are strong and grow straight out of the bushes. An excellent variety and good for every purpose.

Root \$2.00

PEKIN (For. Dec.) (Ballay)

Deep cerise rose. The color of this Dahlia somewhat reminds one of that oriental shade sometimes called Chinese pink. The many petals of the large flower are quite regularly placed but are somewhat quilled toward the center so that the general effect is not severely formal. Long, strong stems hold the flower up well, and the growth of the plant is vigorous and healthy.

Root \$5.00

PHYLLIS SHAW (F. Dec.)

A monstrous flower of apricot orange with reverse of petals jasper red covered with a golden sheen. The blooms are gigantic in size and of great depth. This is a seedling from Elite Glory and has much the same habits in growth, the foliage is very dark green and leathery and is insect proof. Plant is very robust growing, and blooms very freely with good full centers all season. The stems are long and stiff, and hold the blooms well out of the foliage.

Root \$3.50

PRINCE OF PERSIA (Newsom) (I. Dec.)

The immense flowers, frequently a foot in diameter, are of the deepest, most iridescent, rich glowing crimson, more like the petals of a rose, rather than a Dahlia. Of great depth and substance, and carried perfectly erect on exceptionally long, stiff stems. On the 1932 Honor Roll. Shown a lot at the many shows, where it was greatly admired.

Root \$5.00 Plant \$2.50

RAPIDAN (Dec.)

Golden bronze. A huge symmetrical flower borne upright on an extra long, thick stem. A dozen perfect blooms can be cut from the plant at one time and little disbudding is required. These features combined with the lively coloring, which is exactly what the florists want, has already made Rapidan invaluable as a commercial variety. A leading San Francisco florist took every bloom we could supply and said there was no worry about them keeping fresh. It might be called a

cut-and-come-again variety, as crop after crop of choice blooms succeeded each other through the whole season. Not spectacular but absolutely reliable and ornamental. 1930 Roll of Honor Dahlia.

Root \$5.00

RED LION (Dec.)

Bright red. Another large Dahlia that serves the florists' purpose well. A vivid red is always desirable when it has all the good qualities which this Dahlia possesses. Quantities of first-class blooms loaded the bushes until the very end, which never fade or burn. Stems hold the flowers just right, whether desired for garden display or for the house. The bloom is oval shaped with broad, heavy petals continuing well to the small pointed center.

Root \$2.50

ROSINA MEHAFFEY (Dec.)

We all admire the large ones and in this new variety we find our want fulfilled to the uttermost. We like good vigorous growers that are insect proof. We have it here. I do not know how large they can be grown if disbudded, but we cut many 9-10 inch off plants not disbudded or pruned, so judge for yourself. Color tyrian-pink. Fine strong stems holding the big blooms erect. This variety was one of the outstanding Dahlias in our garden in 1932. We recommend this variety as one of the best.

Root \$2.50

ROYAL FLUSH (Dec.)

Brightest scarlet. A sensational variety both as to color and size. One bloom we measured was 11½ inches and there were larger ones. Considering that our Dahlias receive only ordinary field culture, such blooms demonstrate the possibilities of this flower. Furthermore, the brilliant coloring seems also to accentuate the size. The formation is full and deep and the stem strong and sufficiently long. Performance was fine all season. On the American Home Roll of Honor for 1930. We do not hesitate to boost Royal Flush.

Root \$5.00 Plant \$2.50

RUDY VALLEE (Broomall-Success)

Semi-Cactus. In this variety we have one of the most beautiful Dahlias ever offered. When the flowers begin to open they show chrome yellow at center, with a graduation of grenadine red as the flower expands, finally becoming solid grenadine orange red when in full bloom. The flowers are pleasing to look upon, and instantly catch and hold the attention of all who see them.

Flowers, large to very large, full centered, and are held well above the clean-cut foliage on long, straight stems. Plant 5 to 6 feet high, with numerous strong laterals. Growth vigorous, which insures it against serious injury from insect attacks. A magnificent Dahlia that you cannot afford to be without. Winner of certificate at Storrs Trial Garden, 1930, scoring 86 points.

Root \$3.50

SISKIYOU (S. Cac.)

Siskiyou grows to enormous size and has created a sensation wherever it is grown. Plants are very strong and vigorous. Blooms are held erect on strong stems. Color is pink, tinged mauve.

Root \$1.50

STAR OF BETHLEHEM (Nolet)

Flowers are of pure white with fine pointed petals with a large tight center. It is a very free bloomer and needs disbudding and pruning, plant will then produce fine exhibition blooms. Plants are of medium to tall habit of growth with heavy foliage. A very handsome plant when season is at its height, covered with lovely thick blossoms which resemble stars.

Root \$2.00

SULTANA (Dec.)

Bright scarlet shading to a gold center, the brightest, most pleasing color imaginable, of velvet-like texture, reverse of petals also gold. Here is another Dahlia of enormous size, which continues until quite late, but it was at the height of the season that this variety made its special appeal. It is one of those that calls to you from across the field, and there are still many people whose favorite color in Dahlias is red. This is one that is hard to beat in its class and has every good quality. One of our best Dahlias.

Root \$2.00

SUPREME MONARCH (I. Dec.)

An immense, deep, brilliant red with a reverse of pearly white — always — which shows on face as petals twist slightly. Will average *larger than Elite Glory* (its seed parent), and much more prolific, and more beautiful in formation. One of my earliest bloomers and retains its great size and tight center till frost. The giant blooms are held erect, and facing on stems, like cane, that are 2 to 3 ft. tall. Immune from borer damage and insect pests. Will stand strong soil without injury to tubers, and flowers may be grown to enormous size.

Root \$5.00

THOMAS A. EDISON

This gorgeous new royal purple exhibition decorative, selected and named by permission of the

famous electrical wizard, met with his complete approval when viewed at his West Orange estate. The staghorn petal formation, the dark green insect-resisting foliage, the cane stiff stems, and its thrifty growing habit leave nothing to be desired.

Root \$2.50

THOS. HAY

A giant in very truth, of clear lilac color throughout, flowers deep, full and massive, with broad florets bluntly pointed. The stems carry the huge flowers with ease, and the plants flower with surprising freedom. This variety is almost identical in every way (except for its lilac color) to the now famous "Berengaria". One of the best Dahlias in our garden.

Root \$1.00

WILLIAM H. HOGAN (Dec.)

Winner first prize New York 1927. This is one of those Dahlias that must be seen to be appreciated. Color, garnet-red with white tips running down the center of the petals. Perfect stems. Mr. Derrill W. Hart says: "William H. Hogan, this heavily textured flower, carried out the prediction that we made for it last year, namely: that it was the best of the fancy varieties shown in 1927." It is without doubt the best fancy Dahlia on the market to date. The habits of the plant are perfect, the very large blooms are carried on very long, stiff stems. It's a winner.

Root \$2.00

WIN A PRIZE

This season we are going to offer the following prizes to the growers of our introductions old or new. The first prize will be \$25.00 worth of Dahlia stock to the grower who produces the largest bloom in diameter on any of our introductions. The second prize will be \$15.00 worth of Dahlia stock to the next largest bloom. The third prize will be \$10.00 worth of Dahlia stock to the grower who produces the third largest bloom on any of our introductions. The only restrictions connected with this offer are, the bloom must be measured before a Notary Public, Justice of the Peace, Mayor of a city or Selectman of a town as witness, or at least two judges at a flower show. Use this blank.

Name of Grower _____ Date _____

Street _____

City or Town _____ State _____

Name of Dahlia _____ Size of Bloom _____

The above grower has appeared before me and I have measured the flower mentioned above and found it to be _____ inches in Diameter.

Signed _____ Official Office _____

City or Town _____ State _____

This blank is furnished for your convenience, but any signed statement will be acceptable.

This contest is open to all growers. Selection to the amount of prizes may be made from our 1934 catalog by the winner. No grower can win more than one prize. This contest closes December 1, 1933, and data must be in our hands not later than that date.

USE THIS ORDER SHEET

WHEN ORDERING

MARGARET E. BROOMALL

U. S. PLANT PATENT NO. 36

SUCCESS DAHLIA GARDENS

Charles G. Reed, Prop.

171 FERRY STREET, LAWRENCE, MASS.

Date..... Amount Enclosed.....

How many plants.....

PLANTS \$15.00 EACH

TWO OR MORE PLANTS \$12.50 EACH

NOTICE AND AGREEMENT

This "Margaret E. Broomall" variety of Dahlia is protected by Plant Patent No. 36, issued by the United States Patent Office, October 18, 1932.

The purchaser is hereby given by the patentee, Charles G. Reed, Proprietor of Success Dahlia Gardens, the right to grow this root or plant for his own use and enjoyment and to sell cut flowers therefrom, but he is specifically prohibited from reproducing this variety by any means other than the natural growth from whole roots and not from cuttings, and neither roots nor plants may be sold, leased, given away, or otherwise transferred without the written consent of patentee.

It is a further condition of this sale and a consideration of the limited license hereby granted, that any sports or mutations that may develop from this variety shall become the property of the above named patentee and that as special compensation therefor, the discoverer of any such sport or mutation, shall be entitled to one-fourth interest in any patent which may be issued thereon.

I have read the above NOTICE AND AGREEMENT and will abide by and carry out the conditions of sale as set forth therein.

Sign in writing your name _____
or firm name _____ (Write it plainly. Ladies will please use the prefix Miss or Mrs.)

If a firm ordered by _____

Street _____

City _____

State _____

REGULAR ORDER SHEET

Issued by

SUCCESS DAHLIA GARDENS

171 FERRY STREET, LAWRENCE, MASS.

Date..... Amount Enclosed.....

Your Name.....
(Write it plainly. Ladies will please use the prefix Miss or Mrs.)

Street..... City.....

County..... State.....

Shall we substitute for any that are sold out?.....

About what date do you want them shipped?.....

How Many Roots	How Many Plants	Name of Dahlia	Price

Use special blank when ordering
Margaret E. Broomall

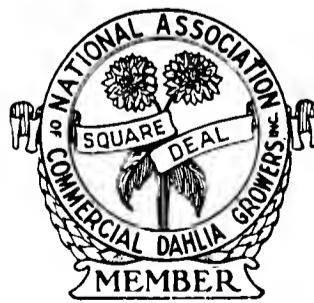
INDEX

PAGE	PAGE		
Achievement	17	Jane Cowl	19
Admiration	14	Janet Southwick	19
Albatross	14	Jean Trimbee	19
Ambassador	17	Kathleen Norris	20
Amelia Earhart	14	Kaweah	20
American Legion	17	Kemp's Violet Wonder	20
Badgad	17	Laurine Stockwell	15
Betty Browne	17	Lavinia Broomall	20
Betty Colter	17	Lord Lambourne	20
Bing	17	Margaret E. Broomall	12-13
Caprice	17	Monmouth Champion	20
Carmania	17	Monmouth General	15
Carola	17	Montalvo	20
Celeste	17	Mother Machree	20
Champeog	17	Mrs. Charles G. Reed	20
Charles G. Reed	17	Mrs. Emile H. Kitson	20
Commodore	18	Mrs. Shirley Shaw	20
Daily Mail	18	Murphy's Masterpiece	15
Dolorosa	18	Nancy Redfern	21
Domino	14	Narcissa	21
Donna California	18	Nedra	21
Dorothy Stone	18	Nob Hill	15
Eagle Rock Beauty	18	Palo Alto	16
" " Fantasy	18	Pekin	21
" " Peach	14	Phyllis Shaw	21
" " Prince	14	POMPOM DAHLIAS	9
" " Superba	14	Prince of Persia	21
" " Wonder	18	Rapidan	21
Eva L. Quadling	19	Red Lion	21
Fascinator	14	Rosina Mehaffey	21
Frau O. Bracht	19	Royal Flush	21
Full Moon	14	Ruby Taylor	16
Fury	19	Rudy Vallee	21
Gabriel	19	Satan	16
General Information	2	Siskiyou	21
Golden Harvest	19	Star of Bethlehem	21
Goodnight	19	Strongheart	16
Gorgeous	15	Sultana	22
Grace Curling	19	Supreme Monarch	22
Hillcrest Mandarin	15	Thomas A. Edison	22
Ida Perkins	19	Thos. Hay	22
Indiana Moon	19	William H. Hogan	22
		Win a Prize	22



EAGLE ROCK FANTASY

A most popular Dahlia wherever shown in 1931-32. Winning many prizes for the best in the show. Its great beauty and size make it a strong contender for the major prizes in any competition.



Remember we are members of the National Association of Commercial Dahlia Growers, Inc., which guarantees a "SQUARE DEAL" to the customers of its members.

Member American Dahlia Society, Inc.; Dahlia Society of New Jersey; Dahlia Society of New England; Dahlia Society of San Francisco; Dahlia Society of California; Massachusetts Horticultural Society; Dahlia Society Southern California.

Reference: Merchants Trust Co., Lawrence, Mass., or any reliable Dahlia grower in the world.